



LAVASOFT

Ad-Aware Free Antivirus +



About Lavasoft

Lavasoft is the original anti-malware company, creating award-winning, free security and privacy software since 1999. Born of the belief that online security should be available to everybody, Lavasoft offers millions of users the maximum protection for their computers and online identities. With more than 450 million downloads, its flagship product Ad-Aware has blocked and removed billions of threats, saving consumers from all forms of attacks and malware – including viruses, spyware, adware, phishing and drive-by downloads.

As the original anti-malware company, Lavasoft strives to lead the global fight against malware and spyware by providing exceptional security and privacy solutions.

Lavasoft is a global company with operations in North America and Europe. For more information, please visit <http://www.lavasoft.com> or follow the company on Twitter [@lavasoft](https://twitter.com/lavasoft).

Key Facts:

- Headquartered in Malta
- Offices in Sweden, Canada and Ukraine
- Private company founded in 1999 and then purchased in 2011
- 450 million downloads of Ad-Aware worldwide

Contact

For general enquiries about Lavasoft please send us an email at info@lavasoft.com

For press related requests (creative and media events) contact us at press@lavasoft.com

For questions regarding the product features and security, please use malwarelab@lavasoft.com

For any other questions please access our Contact Us section on www.lavasoft.com

Ad-Aware Free Antivirus+ 11 at-a-glance

Ad-Aware Free Antivirus+ 11 is the entry level of our Ad-Aware product line and provides powerful anti-virus protection combined with our legendary anti-spyware. It adds to these a behavior-based heuristics real-time protection, download protection and a continuously updated safe browsing functionality that warns you before accessing known malware carrying URLs, to provide all the needed anti-malware protection for the casual computer user.

It is available in the following languages: English, German, French, Spanish, Italian, Simplified Chinese, Georgian, Russian, Portuguese, Polish, Hungarian & Ukrainian.

	Free	\$24**	\$36**	\$48**
	 Free Antivirus+	 Personal Security For internet, banking and shopping online, Ad-Aware Personal Security will give you peace of mind.	 Pro Security For maximum protection we highly recommend Ad-Aware Pro Security.	 Total Security If your computer handles sensitive files, Ad-Aware Total Security is the right solution for you.
Fast Antivirus	✓	✓	✓	✓
Legendary Antispyware	✓	✓	✓	✓
Real-time protection	✓	✓	✓	✓
Download protection	✓	✓	✓	✓
Safe Browsing	✓	✓	✓	✓
Gaming mode	✓	✓	✓	✓
Shop & bank online safely		✓	✓	✓
Avoid online scams		✓	✓	✓
External storage scan		✓	✓	✓
Powerful two-way firewall			✓	✓
Advanced protection			✓	✓
Real-time email protection			✓	✓
Parental control				✓
Digital Lock				✓
File Shredder				✓

Per seat per year**

The best free protection for your PC

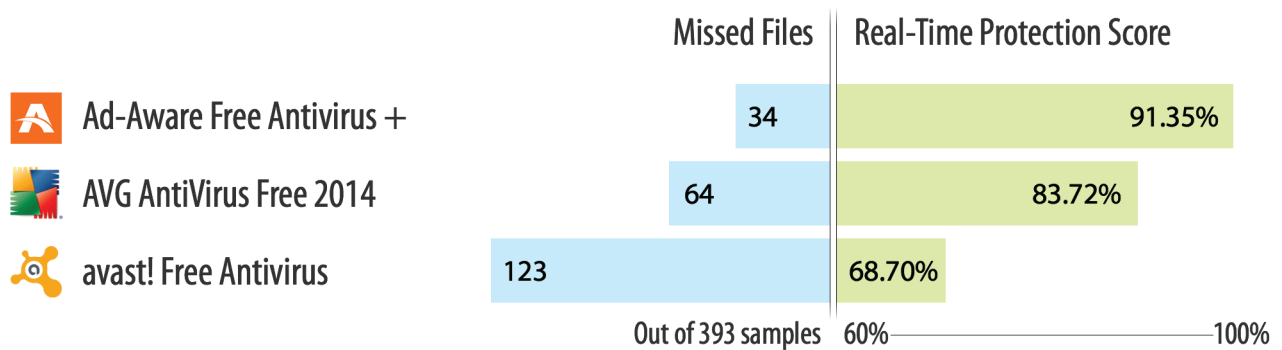
Complementing its proprietary anti-spyware technology with one of the best antivirus engines available today (Bitdefender), Ad-Aware 11 features a packed, lean and powerful anti-malware solution, without the conflicts or slow-downs typically associated with running multiple security programs.

Our extensive in-house tests have revealed that even our free product, Ad-Aware Free Antivirus+, easily bested some of the most complete security suites from our competitors. This testing revealed that Ad-Aware will closely match Bitdefender's impressive test results in independent lab tests. With such a powerful engine at its core Ad-Aware 11 will provide serious protection against even the most advanced threats.

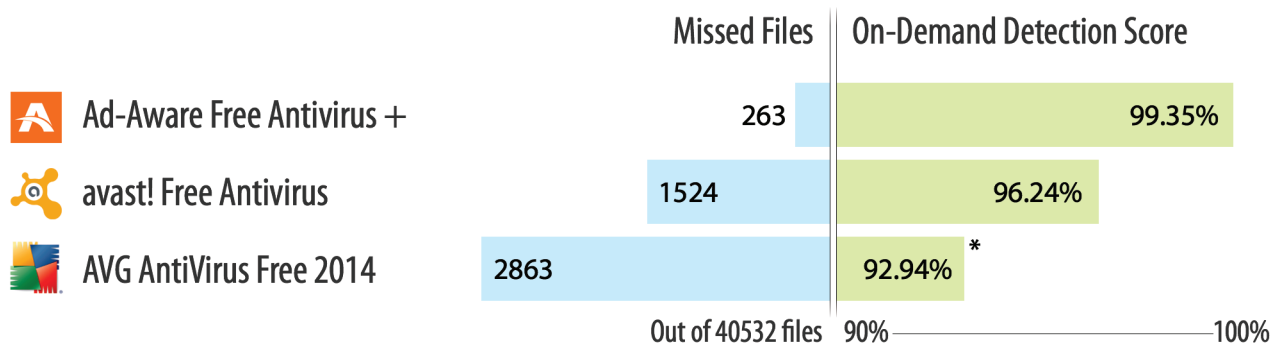
Ad-Aware significantly outperforms our free peers

Ad-Aware Free Antivirus+ scored extremely well in both real-time tests (against freshest malware) and in on-demand scans (40,000+ samples).

avast! missed 4x more real-time threats than Ad-Aware



AVG missed 10x more overall threats than Ad-Aware

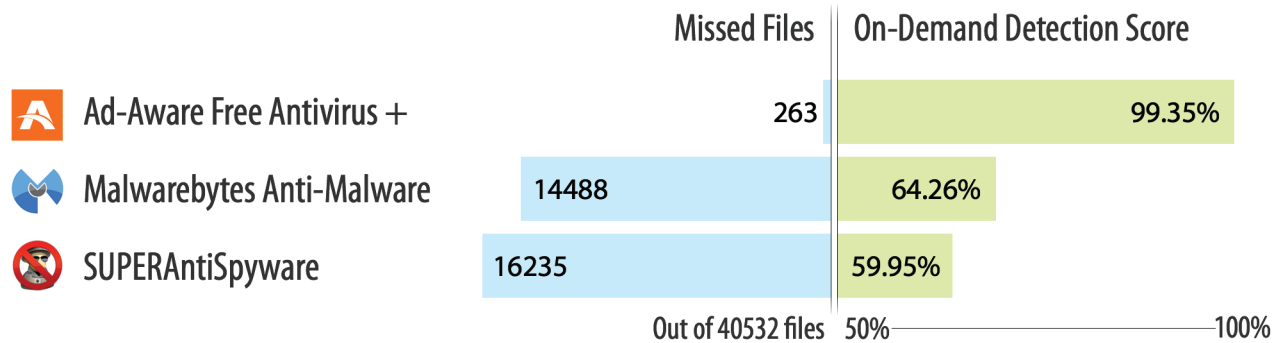


*Best score of two tests.

And totally eclipses pure anti-spyware scanners...

We then decided to see how Ad-Aware stands when compared with the two most popular on-demand anti-malware solutions (no real-time protection abilities). The results were impressive:

Malwarebytes missed 55x more malware than Ad-Aware!



It's clear that typical anti-spyware programs just don't offer any additional protection anymore...

- Both Malwarebytes and SuperAntiSpyware score much lower than any of the top 3 antivirus on on-demand (scan) protection.
- Malwarebytes detected 52 samples that Ad-Aware Free Antivirus+ didn't but failed to detect well over 14,000 samples that Ad-Aware Free Antivirus+ successfully detected.
- SuperAntiSpyware failed to detect more than 16,000 samples that Ad-Aware Free Antivirus+ successfully detected.

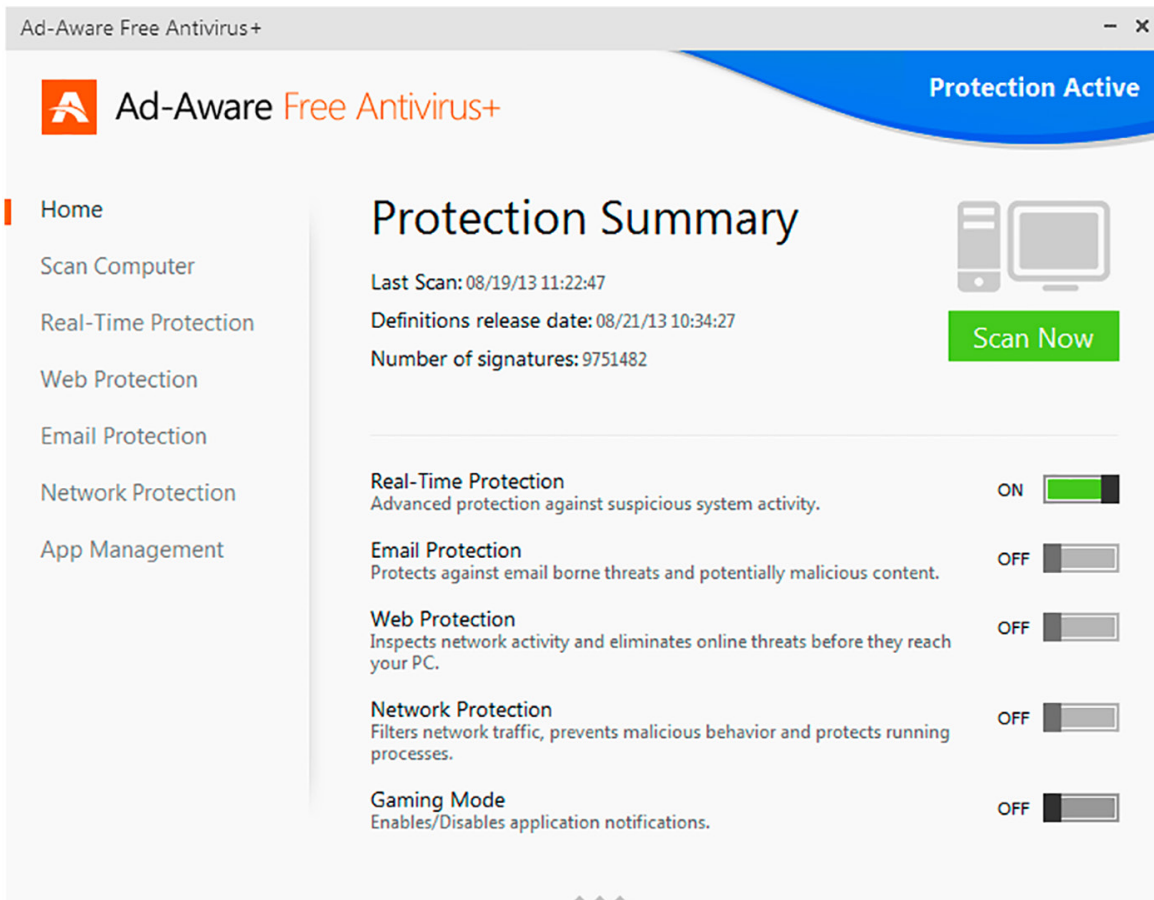
Ad-Aware Free Antivirus + 11 Features

Following is a detailed guide to the security features built-in to Ad-Aware Free Antivirus + 11. For further clarifications or information, feel free to contact our security specialists at malwarelab@lavasoft.com.

New, fluid User-Interface

Designed for ease and usability.

Easy to download, install and use, Ad-Aware 11 now sports a light, fluid UI that is a step-up from our previous version with a light, contemporary and modern design. Ad-Aware Free Antivirus + contains the essential protection features - simply enter your key in the UI to download and/or unlock the power of our premium versions.



Fast Antivirus

It's a superfast antivirus that complements our legendary anti-spyware.

Ad-Aware offers a superfast antivirus engine that works alongside our legendary anti-spyware technology. Two engines work together to block malware from traditional viruses to the more common spyware attacks. Because both engines are made to work together, there are no conflicts or slow-downs typically associated with running two separate security programs – there's just one easy and superfast security solution.

With automatic updates available several times a day, you can rest assured that your computer and files are protected from the ever-evolving threats of the web.

With Ad-Aware you won't need any other security software. You can safely disable all other antivirus software and get powerful protection that won't slow your PC.

Legendary Antispyware

The world's most trusted. 450 million downloads and counting.

With over 1 billion attacks stopped, there is no doubt Lavasoft knows a thing or two about how to stop cybercriminals. Our technology is so good that it is used by many of our peers in the security world.

It used to be that viruses were the prevalent form of cyber threat. So called "black hat" hackers would engineer individual viruses that damaged or destroyed systems, relishing the challenge and building dubious reputations.

Today, cybercriminal groups operate like legitimate developers, carefully designing and testing malware to ensure what they consider "high quality". In reality, this means increasingly advanced malware threats, the ability to evade detection and automating malware distribution in unprecedented and ever growing numbers. Unfortunately, all this effort is for one thing - their gain at your expense; stealing your money and data.

Ad-Aware's rootkit protection and Real-Time Detection continue to provide a legendary defense against Trojans, password stealers, key-loggers, spyware, adware, fraudsters and identity thieves.

Real-time protection

Immediately detect malware before it harms your PC.

Ad-Aware's Real-Time Protection immediately detects and blocks malware. Powered by behavior-based heuristic scanning, which blocks or suspends malicious processes and infected files that try to start or connect to your system. Ad-Aware's Enhanced Real-Time Protection effectively prevents malware from damaging your PC or accessing your personal files.

Real-time process protection

Blocks or suspends malicious processes and infected files that try to start or connect to your system preventing them from further infecting your system.

Real-time registry protection

Advanced detection of attempted registry changes, a favorite target for many malware distributors. Ad-Aware 11 alerts you when a program tries to make changes to your registry, giving you the power to block the threat or to allow access.

Real-time network protection

Monitors outgoing network traffic and blocks connections to blacklisted IP addresses and known malicious websites, identifying and stopping active threats.

Download protection

Download photos, music and movies with confidence.

Downloading files from the Internet, peer-to-peer networks (P2P) or torrent sites are often loaded with a secret cargo of malware. It is becoming increasingly popular for cyber-criminals to upload contaminated files into what appears to be the latest movies, software programs or even music.

A user who inadvertently downloads such a file exposes his PC and his network to the whims of hackers and puts himself at risk of having his identity stolen or his computer compromised.

Ad-Aware automatically scans files before they are downloaded on your hard-drive and detects malware before it can ever be launched. Its real-time protection quarantines infected files preventing them from damaging your system.

Safe Browsing

Protection while you browse the web.

Ad-Aware's Safe Browsing feature scans for known bad URLs and websites. It's a great way to protect yourself from the newest malware being distributed.

The Safe Browsing engine constantly checks sites against a constantly updated list of reported malware infected sites. The list is updated every 5-20 minutes and provides real-time browsing protection against the latest web-based exploits, from back door Trojans to exploits and phishing sites.

Ad-Aware Safe Browsing protects you while you browse the web. Every URL is carefully scanned in real-time against a constantly updated list of suspected malware and phishing sites. If you click on a dangerous link while browsing the web or while reading an e-mail, Ad-Aware Safe Browsing will immediately warn you of the site's risk status.

Gaming mode

Play games and watch movies without being disturbed.

Ad-Aware was the first free antivirus program to include a game mode (sometimes called silent mode). In Game Mode, your computer remains protected while you play your games or watch a movie without the interruptions or strain on system resources that other security software programs often cause. Game Mode suspends alerts, system scans and auto-updates while you work or play without compromising your security.